



THE NSW GOVERNMENT  
**BRANDING STYLE GUIDE**

© Crown in right of NSW through the Department of Premier and Cabinet 2015.

This publication is copyright. Other than for the purposes of and subject to the conditions prescribed under the Copyright Act, no part of it may, in any form or by any means, be reproduced, altered, manipulated, stored in a retrieval system or transmitted without prior written consent of the copyright owner. Any inquiries relating to consents and use of this publication, including by NSW Government agencies must be addressed to Strategic Communications, Department of Premier and Cabinet.

SC000190

#### **Disclaimer**

##### **Accessing images and fonts**

If you require any images contained in this document or details of how to obtain Gotham font you should contact your branding coordinator. Alternatively contact Strategic Communications at Department of Premier and Cabinet.

**Phone** 02 9228 5281

**Email** [branding@dpc.nsw.gov.au](mailto:branding@dpc.nsw.gov.au)

##### **Address**

Strategic Communications, Department of Premier and Cabinet

Level 10, 52 Martin Place, Sydney NSW 2000

Published by the NSW Government, September 2015.

**This document is subject to regular review and updating. Please visit [www.advertising.nsw.gov.au](http://www.advertising.nsw.gov.au) to ensure you have the latest version of the guide.**

# INTRODUCTION

The NSW Government Branding Guide shows how to apply the NSW Government and NSW 'Making It Happen' logos consistently. These logos are used to represent the NSW Government, making our work and programs easily identified by the community.

NSW Government agencies are responsible for complying with the NSW Government Branding Guide. Resources to assist with correct logo application include:

- » Agencies have a nominated brand coordinator. Staff are encouraged to discuss branding with their agency branding coordinator when developing communication material. Please email [branding@dpc.nsw.gov.au](mailto:branding@dpc.nsw.gov.au) if you are unsure of your coordinator's details.
- » This style guide can be downloaded at [www.advertising.nsw.gov.au](http://www.advertising.nsw.gov.au)

Branding applies to any materials produced for internal and external communication. Examples include reports, stationery, facts sheets, websites and advertising.

Use this guide as the base when developing your own communications materials and agency style guide.

Please note:

Information about the New South Wales Coat of Arms, State Symbols and Emblems are not contained in this guide.

The use and application of the New South Wales Coat of Arms, State Symbols and Emblems of New South Wales is governed by the *State Arms, Symbols and Emblems Act 2004*, (the Act). In accordance with Section 6 of the Act, no individual, organisation or entity (aside from state government agencies or bodies) is permitted to use the State Arms or Symbols without the authority of the Governor or the Attorney-General. Therefore, all such requests must be directed to the State Attorney-General's office for approval.

Further information can be provided by contacting Protocol and Special Events at [opse@dpc.nsw.gov.au](mailto:opse@dpc.nsw.gov.au)

# WHICH BRAND SHOULD I USE?



The NSW Government logo is the primary branding emblem for all NSW Government agencies and entities.

The primary uses of this logo are for agencies' and entities' communications material. This includes stationery, reports, advertising, and brochures.



The NSW MAKING IT HAPPEN brand should be the primary logo used on all projects, programs and announcements that:

- Target economic growth and promote confidence in investing in NSW
- Build infrastructure, new precincts, public spaces and other developments
- Provide improved and smarter services, i.e. education, public transport, health, community services
- Other major activities and events supported by NSW Government.



**New South Wales Government**

Use of the State Arms (Coat of Arms) is “for any official purpose” by a state government agency or body. Agencies or bodies can determine for themselves appropriate use of state arms, taking the State Arms, Symbols and Emblems Act 2004 (Act), and the Guidelines for the application and use of the

New South Wales Coat of Arms into consideration.

State agencies and bodies do not need to seek any additional authority.

In accordance with Section 6 of the Act, no individual, organisation or entity (aside from state government

agencies or bodies) is permitted to use the State Arms or Symbols without the authority of the Governor or the Attorney-General. Therefore, all such requests must be directed to the State Attorney-General's office for approval.

# CONTENTS

<b>INTRODUCTION</b> .....	3	PROJECT EXAMPLES .....	31
<b>WHICH BRAND SHOULD I USE?</b> .....	4	ADVERTISING .....	31
<b>THE NSW GOVERNMENT LOGO</b> .....	6	LOGO CHOICES .....	32
LOGO APPLICATION.....	7	COLOUR CHARTS.....	33
LOGO SIZE.....	8	LOGO APPLICATION.....	34
LOGO CHOICES .....	9	LOGO REPRODUCTION.....	35
LOGO REPRODUCTION.....	11	LED / LCD SCREEN FORMAT .....	37
COLOUR CHARTS.....	12	CO-BRANDING .....	38
STYLISTED USE OF THE LOGO .....	13	LOGO APPLICATIONS .....	40
<b>CREATING AGENCY LOGOS</b> .....	14	HOARDINGS .....	41
FONT .....	18	PRESS .....	42
LOGO APPLICATION.....	19	MEDIA WALLS .....	43
<b>MULTI-AGENCY INVOLVEMENT</b> .....	23	DIGITAL .....	44
ADVERTISING AND SPONSORSHIP .....	25	SIGNAGE .....	45
<b>COAT OF ARMS</b> .....	26	<b>WHO DOES THIS GUIDE APPLY TO</b> .....	46
<b>NSW ‘MAKING IT HAPPEN’</b> .....	28	<b>WHO MUST COMPLY WITH THIS GUIDE</b> .....	48
THE VISION.....	29	<b>WHO IS EXEMPT FROM THE NSW GOVERNMENT LOGO</b> ..	49
THE APPLICATION .....	30	<b>HOW DO OUR BRANDS CO-EXIST</b> .....	51

# THE NSW GOVERNMENT LOGO

The NSW Government logo is the primary branding emblem for all NSW Government agencies and entities.

The primary uses of this logo are for agencies' and entities' communications material. This includes stationery, reports, advertising, and brochures.

The NSW Government logo is inspired by the floral emblem of NSW, the waratah (*Telopea speciosissima*), which has significance in Aboriginal history and was adopted as the state flower in 1962.



## Registered trade mark

The NSW Government logo is a registered trade mark (#1603796) for the following services:

- » Advertising, business management, business administration, office functions (class 35)
- » Insurance, financial affairs, monetary affairs, real estate affairs (class 36)
- » Building construction, repair, installation services (class 37)
- » Telecommunications (class 38)
- » Transport, packaging and storage of goods, travel arrangement (class 39)
- » Education, providing of training, entertainment, sporting and cultural activities (class 41)
- » Scientific and technological services and research and design relating thereto, industrial analysis and research services, design and development of computer hardware and software (class 42)
- » Providing food and drink, temporary accommodation (class 43)
- » Medical services, veterinary services, hygienic and beauty care for human beings or animals, agriculture, horticulture and forestry services (class 44)
- » Legal services, security services for the protection of property and individuals, personal and social services rendered by others to meet the needs of individuals (class 45).

The crown in right of the state of New South Wales has the exclusive right to use the NSW Government logo as a trademark in relation to these services. A NSW Government agency must seek the approval of The Department of Premier and Cabinet, Strategic Communications Branch, before it applies for a separate trademark that incorporates the NSW Government logo.

# LOGO APPLICATION



# LOGO SIZE

The minimum size for reproduction of the logo is:

**15mm in height (print)**

**45 pixel height (digital)**

15MM



45MM+



## Clear space

Clear space must be maintained around the logo which is **no less than** the height of the "N" of NSW that forms part of the logo.



# LOGO CHOICES

## Colour logos

The colour version of the logo should be given preference over all other versions for agency communications.

See page 10 for CMYK and RGB colour breakdown.

## Two colour

The two colour logo consists of blue and red, and is the preferred version.



## NSW only logo

A NSW only logo may be used when the NSW Government logo is not appropriate or cannot be suitably reproduced.



## Gradient colour

The gradient colour logo consists of blue and red with a darker red gradient.



## Smaller format

When it will appear less than 50 mm (140 pixels) in height, only use the two colour logo. This applies to print and digital applications.

## Examples

Examples include embroidery and website favicons. Consider the application before choosing the “NSW Government” or “NSW” version of the logo.

## Larger format

When it will appear greater than 50mm in height, the gradient logo can be used.

## Note

Never use the gradient logo when it will appear in black and white.

## Mono (black)

Use the mono logo (black) where colour reproduction is not available or appropriate. It should be applied to a white or light background.



## Reverse (white)

Use the reverse (white) logo on dark backgrounds, when it is not possible to accommodate the colour logo.



## Reverse (red waratah)

Use the reverse (red waratah) logo on dark backgrounds, when it is not possible to accommodate the colour logo.



### Note

Mono (black), reverse (white) and reverse (red waratah) versions should be used with a maximum contrast to the background.

# LOGO REPRODUCTION

To ensure the logo is accurately reproduced, always use the original master artwork files and never alter, redraw, recolour or distort the logo in any way.

## Colour backgrounds

Legibility is the primary consideration when using the logo — there must always be good contrast, visibility and legibility between the logo and its background. A white background is preferred.



# COLOUR CHARTS

## Logo

The NSW Government logo colours are blue and flat red or blue and gradient red.

## Complementary

Complementary colours are provided for use by a designer in publication layouts.

These colours should NOT be used for the logo.

### RGB, CMYK & HEX

	RGB	CMYK	HEX#
BLUE 1	10 124 185	85 44 5 0	0a7cb9
BLUE 1 - 50%	132 189 220	46 12 5 0	84bddc
BLUE 2	0 171 230	72 14 0 0	00abe6
LOGO BLUE	0 38 100	100 85 5 20	002664
LOGO RED	215 21 58	0 100 75 4	d7153a
GREY	79 79 79	0 0 0 80	4f4f4f
RICH BLACK	Print Only	75 68 67 90	Print Only



Logo Blue



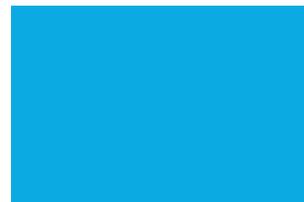
Blue 1



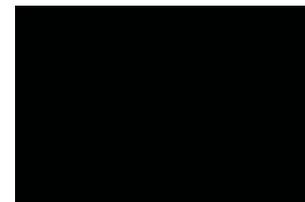
Grey



Logo Red



Blue 2



Rich Black

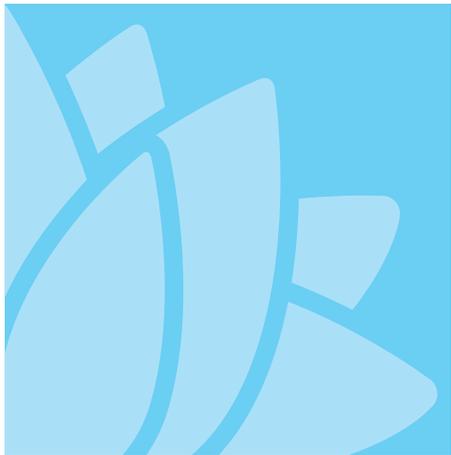
# STYLISTED USE OF THE LOGO

The waratah element of the logo may be used as a stylised graphic device.

Colours should be sourced from the logo colour palette. The minimum that the image may be cropped is shown below. It must not be rotated or reversed.

## Watermark

A watermark of the logo is available and should be reproduced to a maximum of 15% on light backgrounds or 75% on dark backgrounds.



# CREATING AGENCY LOGOS



An agency logo must be presented as a single device with the NSW Government logo on the left and the name of the agency or business unit on the right, divided by a vertical line.

Agency logos must not be rotated, cropped or used as an image holding device.

Part of the business name of an agency, business unit or project may be omitted in the logo for design purposes. This may include “Department”, “Office”, “Ministry”, “NSW” (as it is already a design element of the logo), “State” or “Government” where appropriate.



**DO** use the two-colour logo on a white background.



**DO** use the mono logo on a good contrast background.



**DO** use the reverse (white logo) on a strong contrast background.



**DO** use the reverse (white) logo on an image with good contrast.



**DO NOT** stretch the logo, or distort in anyway.



**DO NOT** recolour or change the logo and logotype.



**DO NOT** place the logo on backgrounds with similar contrast.



**DO NOT** use the reverse (white) logo on an image with bad contrast.

Grouping agency, business unit or projects in a logo

If agencies are developing logos, do not use more than two names. The logo does not need to include the super-agency name.

Agencies should ensure that official communications carry the full agency name and the ABN elsewhere in the publication. The common logo format must include:

- » The NSW Government logo at equal or larger height than the name of the entity.
- » The baseline of the logo should align with the baseline of the lowest line of type for the name of the entity.
- » The width in points of the vertical line which divides the logo and the name of the entity or business unit is 5% of the height of the vertical line. The vertical line has rounded caps.



LOGO

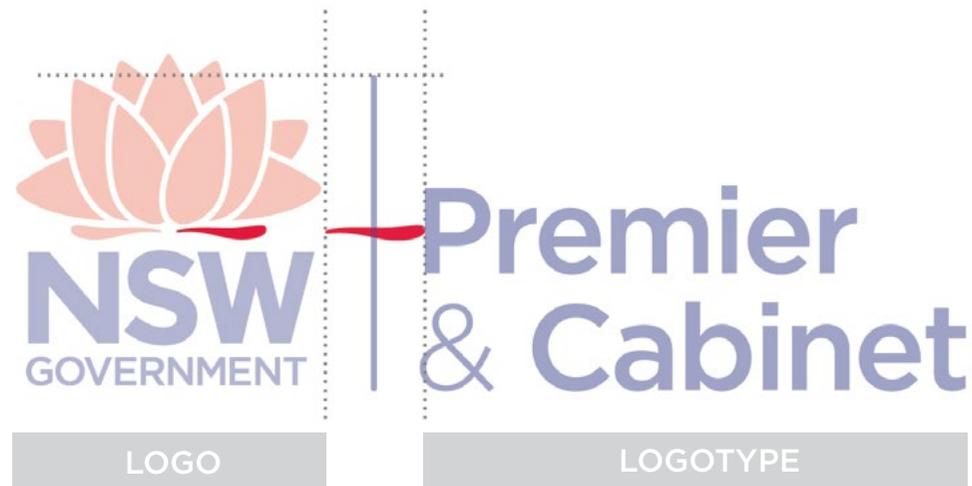
Insert  
Business  
Unit Name

LOGOTYPE

For colour versions of the logo, the vertical line is the dark blue of the logo colour palette, and black for single colour (mono) versions.

The vertical line should align with the logo as shown below and be placed in the centre of the space between the logo and the name of the entity or business unit.

The space between the logo and the name of the agency or business unit is equal to the width of a single waratah petal at the base of the waratah.



# FONT

Agencies and business units

Agencies and business units must use Gotham in their agency logo.

**Gotham  
Medium  
26pt**

Agency or business unit font

Gotham  
Light  
26pt

Ampersand (&) font

If the Agency or business unit contains 'and', use an ampersand (&).

**Gotham  
Medium  
26pt**

Grouped logos font

Gotham  
Light  
19pt

Secondary agency font

# LOGO APPLICATION

## Size

The minimum size for reproduction of the logo is:

**15mm in height (print)**

**45 pixel height (digital)**



## Clear space

Clear space must be maintained around the agency logo which is no less than the height of the "N" of NSW that forms part of the logo.



# LOGO CHOICES

## Colour logos

The colour version of the logo should be given preference over all other versions for agency communications.

See page xx for CMYK and RGB colour breakdown.

## Two colour

The two colour logo consists of blue and red and is the preferred version.



## Smaller format

When it will appear less than 50 mm (140 pixels) in height, only use the two colour logo. This applies to print and digital applications.

## Gradient colour

The gradient colour logo consists of blue and red with a darker red gradient.



## Larger format

When it will appear greater than 50mm in height, the gradient logo can be used.

## Note

Never use the gradient logo when it will appear in black and white.

## Mono (black)

Use the mono logo (black) where colour reproduction is not available or appropriate. It should be applied to a white or light background.



## Reverse (white)

Use the reverse (white) logo on dark backgrounds, when it is not possible to accommodate the colour logo.



## Reverse (red waratah)

Use the reverse (red waratah) logo on dark backgrounds, when it is not possible to accommodate the colour logo.



### Note

Mono (black), reverse (white) and reverse (red waratah) versions should be used with a maximum contrast to the background.

# LOGO REPRODUCTION

To ensure the logo is accurately reproduced, always use the original master artwork files and never alter, redraw, recolour or distort the logo in any way.

## Colour backgrounds

Legibility is the primary consideration when using the logo. There must always be good contrast, visibility and legibility between the logo and its background. A white background is preferred.



# MULTI-AGENCY INVOLVEMENT



## Agencies are required to use the NSW Government logo for their branding.

Where there are two or more NSW Government agencies involved in a publication or advertisement, use the NSW Government logo in place of agency logo.

Example: There are two NSW Government agencies sponsoring a project with another state government. In this case, use only the NSW Government logo alongside the other state government logo.



## Private Sector, State Owned Corporations and Non-Government Organisations

Use the NSW Government logo when interacting with SOCs, businesses and non-government organisations for joint activities. Do not use individual agency logos. Ensure the NSW Government logo is positioned with equal standing to other logos.



# ADVERTISING AND SPONSORSHIP

There are a number of logos which can be used to recognise the contribution of the NSW Government. This includes, but is not limited to, initiatives supported or sponsored, but not run by government.

The NSW Government logo should take precedence over agency logos and must be in the most prominent position.

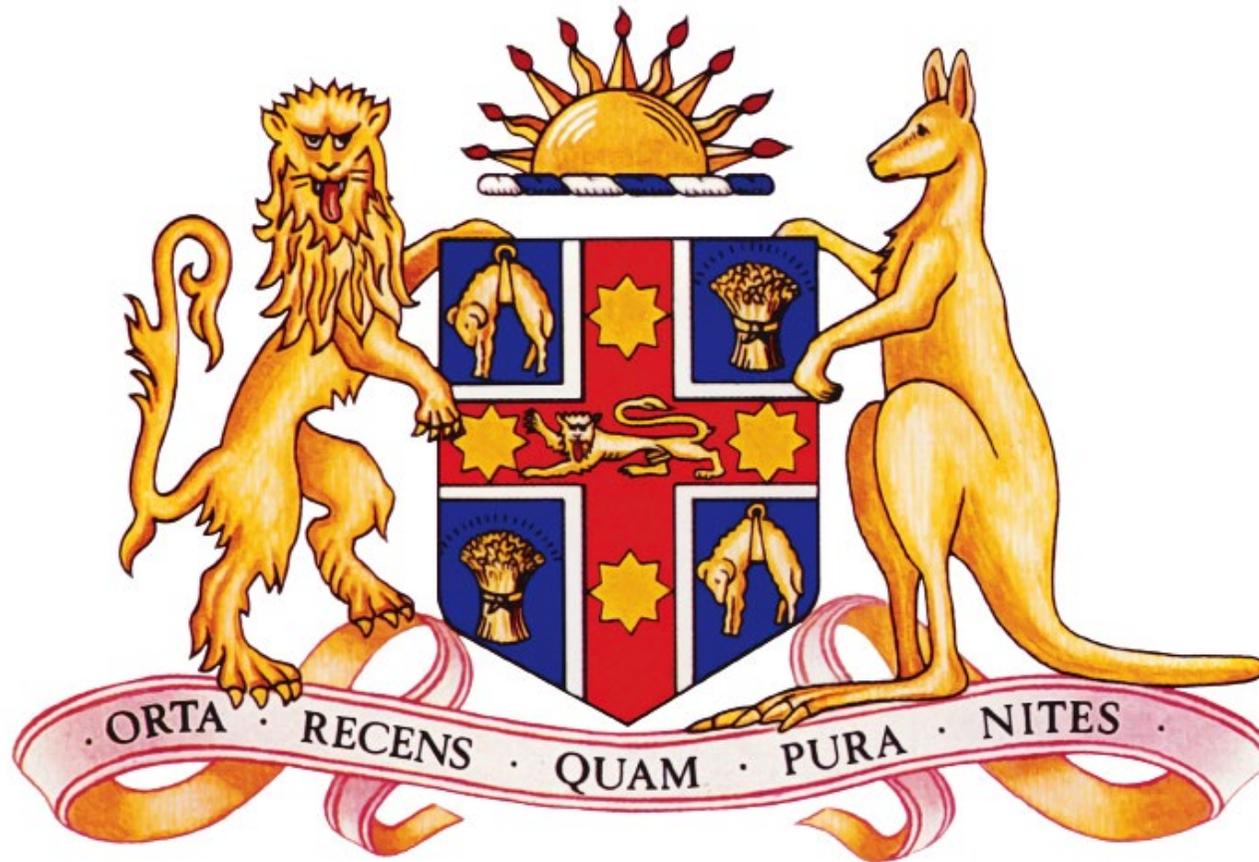
For all advertising, agencies are required to include the NSW Government logo. Wherever possible, the logo should appear in full colour and be integrated into the design.

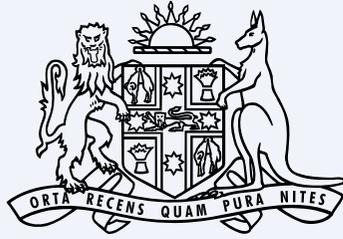
For larger scale and outdoor advertisements, agencies should increase the size of the logo appropriately to ensure that it retains prominence.

Supported by the



# COAT OF ARMS





## New South Wales Government

Use of the State Arms (Coat of Arms) is “for any official purpose” by a state government agency or body. Agencies or bodies can determine for themselves appropriate use of state arms, taking the State Arms, Symbols and Emblems Act 2004 (Act), and the Guidelines for the application and use of the New South Wales Coat of Arms into consideration. State agencies and bodies do not need to seek any additional authority.

In accordance with Section 6 of the Act, no individual, organisation or entity (aside from state government agencies or bodies) is permitted to use the State Arms or Symbols without the authority of the Governor or the Attorney-General. Therefore, all such requests must be directed to the State Attorney-General’s office for approval.



**Hon. Mike Baird MP**  
Premier  
New South Wales

52 Martin Place,  
Sydney NSW 2000  
Australia

T: 61 2 0000 0000  
F: 61 2 0000 0000  
name@premier.nsw.gov.au



**New South Wales Government**  
Department of Premier & Cabinet  
Office of International Engagement

**Susan Calvert**  
Executive Director

52 Martin Place, Sydney NSW 2000, Australia  
T: +61 2 9228 0000 | M: +61 400 000 000  
name.name@dpc.nsw.gov.au  
www.sydneyaustralia.com

# NSW 'MAKING IT HAPPEN'



## THE VISION



The vision for the NSW Government is to transform the state as a place of innovation, invention and progress. Creating a robust, smart economy will underpin a compassionate and prosperous society, and in turn, improve people's lives by making it easier for citizens to live, work, move around and access services.

'Making it happen' represents turning this vision into action. It's a device to unite the Government's initiatives that create a stronger economy, build infrastructure for the future, improve services and ensure safer communities.

# THE APPLICATION



## MAKING IT HAPPEN

The NSW MAKING IT HAPPEN brand will showcase the initiatives that bring the Government's vision for the state to life.

To be effective, NSW Government agencies need to integrate the NSW MAKING IT HAPPEN logo into all relevant creative and communications materials and applications.

It replaces the previous NSW NOW brand and should be applied progressively wherever the former brand exists.

The brand should be the primary logo used on all projects,

programs and announcements that focus on:

- economic growth and promoting confidence in investing in NSW
- infrastructure investment, new precincts and public spaces
- smarter services, i.e. education, public transport, health, community services

- other major activities and events supported by NSW Government

The tone of the brand is confident, progressive, trustworthy, active, getting on with the job, achieving deadlines and commitments – “Making it happen.”

# PROJECT EXAMPLES

## Examples of projects appropriate for NSW MAKING IT HAPPEN branding

Initiatives, might include (but not necessarily be limited to):

- » Trade and investment attraction programs, including websites and NSW Government international offices.
- » Transport infrastructure, such as Sydney Metro Northwest, and Bridges for the Bush program.
- » Health infrastructure, including hospital redevelopments.
- » Planning reforms, housing projects and major developments.
- » Initiatives to reduce crime and reoffending.
- » Education initiatives and infrastructure, particularly relating to skills and training e.g. schools, TAFE, and international education.
- » Arts, culture, sport and recreation initiatives.
- » Work identified as part of the Government response to the Industry Action Plans including the Industry Action Plans for International Education and Research and the Visitor Economy.
- » Economic announcements including Budget Papers.
- » Regulatory reform initiatives that target cutting the costs of doing business in NSW and other red tape reduction initiatives.
- » Government asset transactions including the sale of ports and electricity generators. Significant public-private partnerships, including the Sydney International Convention, Exhibition & Entertainment Precinct redevelopment.

Other initiatives may also be appropriate for the NSW MAKING IT HAPPEN logo such as government sponsorship of conferences, advertising, and/or branding for international missions.

State-owned corporations are encouraged to use the logo wherever appropriate, utilising the same principles outlined above.

Maintenance of major capital works will be excluded from NSW MAKING IT HAPPEN logo requirements.

# ADVERTISING

Use the NSW MAKING IT HAPPEN logo when advertising relevant activities or projects. Wherever possible, the NSW MAKING IT HAPPEN logo should appear in full colour and be integrated into the design of the advertisement.

# LOGO CHOICES

## Colour logos

The Full colour version of the logo should be given preference over all other versions for agency communications.

The Full colour logo consists of three gradients and a negative space that creates the 'S'. The logo is used primarily on white backgrounds. It may be placed over images if there is substantial contrast to allow for the transparency of the 'S'.

See page 33 for CMYK and RGB colour breakdown.

### Note

Mono (black) and Reverse (white) versions should be used with a maximum contrast to the background.

## Full colour

The full colour logo consists of a variety of colour gradations that give the logo dimension.



## Reverse (black)

Use the reverse (black) logo on light backgrounds, when it is not possible to accommodate the colour logo. Solid or halftone versions are available.



## Flat colour

The flat colour logo consists of blue, cyan and magenta. Use the flat colour logo where quality reproduction is not available or appropriate.



## Reverse (white)

Use the reverse (white) logo on dark backgrounds, when it is not possible to accommodate the colour logo. Solid or halftone versions are available.



## Greyscale

Use the greyscale logo where colour reproduction is not available or appropriate. It should be applied to a white or light background.



## Reverse (white greyscale)

Use the reverse white greyscale logo where colour reproduction is not available or appropriate. It should be applied to a white or light background.



# COLOUR CHARTS

The colours of the NSW MAKING IT HAPPEN logo are a combination of the blue and red of the NSW Government logo with the use of two secondary colours.

RGB	CMYK	HEX#	PMS
R = 0 G = 38 B = 100	C = 100 M = 85 Y = 5 K = 20	153C7D	281c

Blue (logo text)

RGB	CMYK	HEX#	PMS
R = 0 G = 159 B = 227	C = 100 M = 0 Y = 0 K = 0	22AFEC	Process Cyan C

Cyan

RGB	CMYK	HEX#	PMS
R = 198 G = 12 B = 48	C = 0 M = 100 Y = 75 K = 4	DE2041	186c

Flat Red (waratah)

RGB	CMYK	HEX#	PMS
R = 230 G = 0 B = 126	C = 0 M = 100 Y = 0 K = 0	E81E8C	Process Magenta C

Magenta

# LOGO APPLICATION

## Size

The minimum size for reproduction of the logo is:

**25mm in width (print)**

**70 pixel width (digital)**

25MM



## Clear space

Clear space must be maintained around the agency logo which is no less than half the height of the cap height of the "N" of NSW that forms part of the logo.

**Note:** refer to the co-branding section for guidelines on minimum clear space when co-branding.



# LOGO REPRODUCTION

To ensure the logo is accurately reproduced, always use the original master artwork files and never alter, redraw, recolour or distort the logo in any way.

## Colour backgrounds

Legibility is the primary consideration when using the logo — there must always be good contrast, visibility and legibility between the logo and its background. A white background is preferred.



**DO NOT** stretch the logo, or distort in anyway.



**DO** use the Full Colour logo on a white background.



**DO NOT** recolour or change the logo and logotype.



**DO NOT** place the logo on backgrounds with similar contrast.



**DO NOT** use the reverse (white) logo on an image with bad contrast.



**DO** use the mono logo on a good contrast background.



**DO** use the reverse (white logo) on a strong contrast background.



**DO** use the reverse (white logo) on an image with good contrast.

# LED / LCD SCREEN FORMAT

A colour reverse screen version has been created in RGB with greater contrast to help the logo pop at screen resolution.

This is to be used across LED, LCD and online screen creative.

**Note**

This logo is not suitable for print.



# CO-BRANDING

Where a government or agency logo is required, give priority to NSW MAKING IT HAPPEN and move the agency logo to a secondary location. Where a third party or government program logo is required ensure the NSW MAKING IT HAPPEN logo has equal or greater prominence.

Where only one logo can be used to signify government involvement use the NSW MAKING IT HAPPEN logo. Do not use the NSW Government logo, in this instance.



Government Department



Statutory Body



Campaign Brand



Non-Government



State Owned Corporation



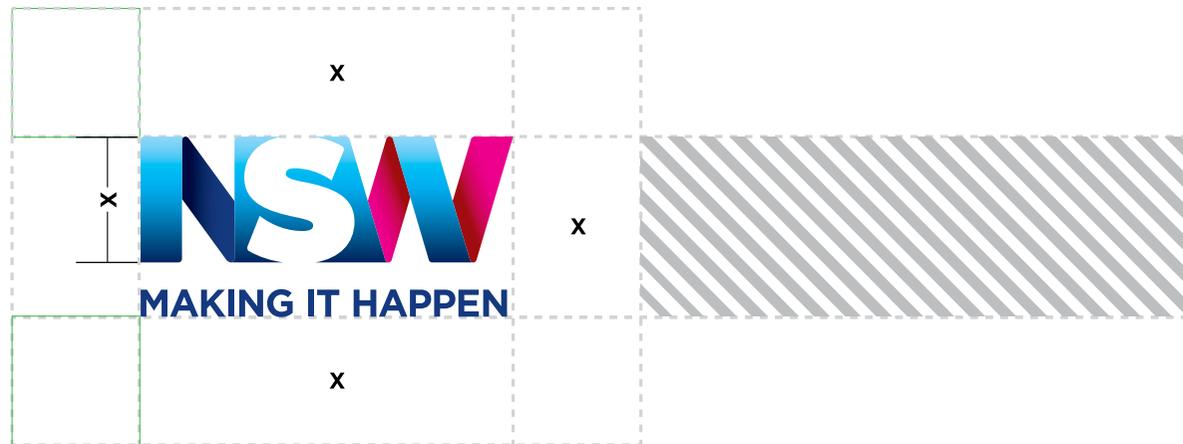
# LOGO APPLICATIONS

## Examples of logo application

The following pages outline the use of the logo in various media with additional partner entities.

To ensure separation between entities we double the minimum clear space when the logo appears with multiple entities.

Additionally the partner logos appear no higher than the combined height of the logotype and tagline.



# HOARDINGS



# PRESS



**Sydney, it's time to SHINE**

Proudly produced by  
**CITY OF SYDNEY**

**NYE 2013**  
CITY OF SYDNEY

**Plan Ahead**  
The countdown begins to the world's biggest party! Plan your perfect vantage point, travel routes, and more.

**Interact**  
Download the official 2013 Sydney New Year's Eve app brought to you by Telstra.  
Search: *Sydney New Year's Eve*

**#nyesydney**  
[sydneynewyareseve.com](http://sydneynewyareseve.com)

**citi**  
The World's City

**IT'S HOW WE CONNECT**

**2day**

**IMAGINATION**

**The Menzies**  
SYDNEY

**SOFITEL**  
LUXURY HOTELS

**engineers without borders australia**

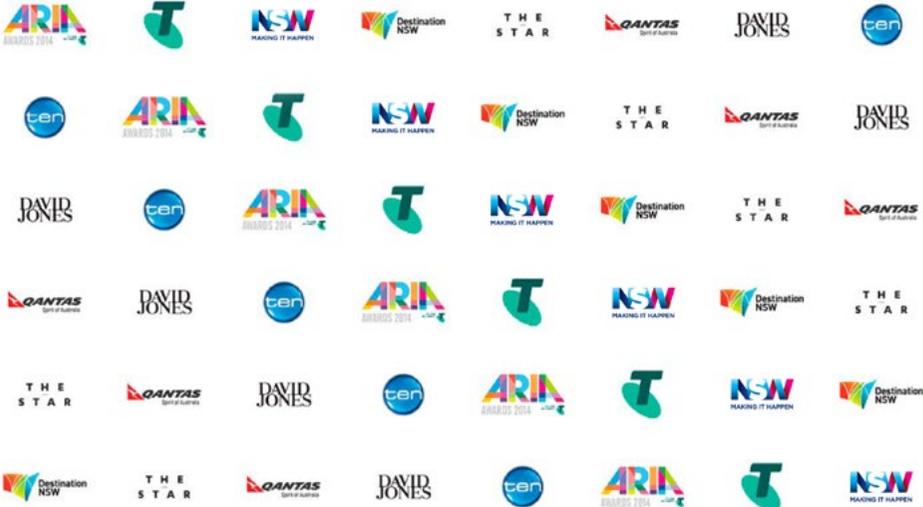
**NAVY**

**NSW**  
MAKING IT HAPPEN

*The Rocks*



# MEDIA WALLS



# DIGITAL

**GRAND FINAL  
ON SALE  
10am  
TODAY**

Special pre-game concert performance by the legendary Cold Chisel

**Buy Tickets NOW**

**GRAND FINAL  
ON SALE  
10am  
TODAY**

Special pre-game concert performance by the legendary Cold Chisel

**Buy Tickets NOW**

**GRAND FINAL ON SALE  
10am  
TODAY**

**Buy Tickets NOW**

Special pre-game concert performance by the legendary Cold Chisel

**GRAND FINAL ON SALE 10am TODAY**

Special pre-game concert performance by the legendary Cold Chisel

**Buy Tickets NOW**

# SIGNAGE



## Circular Quay Wharf Refresh

Project cost: **\$XX Million**    Completion Due: **Early 20XX**

Project information: [transport.nsw.gov.au/projects](http://transport.nsw.gov.au/projects)    24-hour Construction Response Line:  
**1800 684 490**    **1800 775 465**

This project is being managed by **APP** on behalf of **Harbour City Ferries**, and constructed by **Bermagui Constructions**



Thank you for your patience during construction



# WHO DOES THIS GUIDE APPLY TO



Agencies, statutory bodies, and other government entities are required to use the NSW Government logo, unless exempt.

## Government Agencies

The policy applies to all Public Service Agencies under the Government Sector Employment Act 2013. The policy does not apply to the operational arms of the NSW Police Force, emergency services agencies and NSW Courts and tribunals and lands reserved under the National Parks and Wildlife Act 1974.

## Statutory Bodies

This policy also applies to Statutory Bodies as listed on page 33 of the guide, with the exception of:

- » cultural institutions
- » parks & venue trusts
- » independent regulatory bodies with judicial or quasi-judicial functions
- » industry boards
- » university boards
- » professional registration organisations or superannuation and insurance entities and
- » other independent bodies.

## State Owned Corporations

State Owned Corporations (SOCs) should apply the logo(s) and may co-brand with existing logos, in the following circumstances:

- » advertising campaigns
- » infrastructure and construction works
- » building signage
- » public education campaigns
- » websites.

SOCs are neither required, nor excluded from use of the logo in other circumstances. When the NSW Government or NSW NOW logo is being used by SOC its usage must comply with this guide.

## Other

Any other entity that is wholly controlled by the NSW Government or subject to ministerial direction with approval of the Secretary, Department of Premier and Cabinet, may use the logo(s).

Use of the NSW Government logo by a third party (non-government) entity must be authorised by a relevant Government agency prior to its public use.

## Exemptions and omissions

Entities should use the NSW Government or their agency logo for all communications unless evidence to support its omission is approved by the Secretary of the Department of Premier & Cabinet.

### Example of evidence

If market research data indicates that reduced advertising campaign targeting young driver safety has reduced effectiveness if the logo were to be used.

Applications for exemption should be made to the Secretary, Department of Premier & Cabinet.

# WHO MUST COMPLY WITH THIS GUIDE

- » Barangaroo Delivery Authority
- » Cancer Institute
- » A catchment management authority under the Catchment Management Authorities Act 2003
- » Commission for Children and Young People
- » A corporation constituted under the Growth Centres (Development Corporations) Act 1974
- » Electricity Assets Ministerial Holding Corporation
- » Environmental Trust
- » Fair Trading Administration Corporation (FTAC)
- » Film and Television Office (Screen NSW)
- » Government Property NSW
- » Home Care Service of New South Wales
- » Independent, Liquor and Gaming Authority
- » Insurance and Care
  - » Lord Howe Island Board
  - » Natural Resources Commission
  - » NSW Aboriginal Housing Office
  - » NSW Board of Vocational Education and Training
  - » NSW Dams Safety Committee
  - » NSW Food Authority
  - » NSW Government Telecommunications Authority
  - » NSW Institute of Sport
  - » NSW Land and Housing Corporation
  - » NSW Procurement Board
  - » NSW Self Insurance Corporation
  - » NSW Trains
  - » NSW Trustee and Guardian
  - » Rental Bond Board
  - » Residual Business Management Corporation
  - » Roads and Maritime Services
- » Rural Assistance Authority
- » SafeWork NSW
- » State Insurance Regulatory Authority
- » State Rail Authority Residual Holding Corporation
- » State Records Authority
- » State Transit Authority
- » Sydney Catchment Authority
- » Sydney Harbour Foreshore Authority
- » Sydney Trains
- » TAFE Commission
- » Teacher Housing Authority of NSW
- » Transport for NSW
- » Valuer General of NSW

# WHO IS EXEMPT FROM THE NSW GOVERNMENT LOGO

## Statutory Bodies, Courts & Tribunals exempt from NSW Government Logo

### Part A

#### Courts & Tribunals (all)

- » Chief Industrial Magistrate's Court
- » Children's Court of NSW
- » Children's Court Clinic
- » Coroner's Court
- » District Court of NSW
- » Drug Court
- » Dust Diseases Tribunal
- » Independent Commission Against Corruption
- » Industrial Relations Commission
- » Judicial Commission of NSW
- » Land and Environment Court
- » Mental Health Review Tribunal
- » NSW Caselaw

- » NSW Civil and Administrative Tribunal
- » Justice Link
- » NSW Local Court
- » Supreme Court of NSW
- » Workers Compensation Commission

### Part B

#### Cultural Institutions

- » Art Gallery of NSW Trust
- » Australian Museum Trust
- » Library Council of New South Wales
- » NSW Aboriginal Land Council
- » Sydney Opera House Trust
- » Trustees of the Anzac Memorial Building
- » Trustees of the Museum of Applied Arts and Sciences

### Part C

#### Parks & Venue Trusts

- » Centennial Park and Moore Park Trust
- » Chipping Norton Lake Authority
- » Hunter Local Venues Council
- » Illawarra Local Venues Council
- » Jenolan Caves Reserve Trust
- » Luna Park Reserve Trust
- » Parramatta Park Trust
- » Parramatta Stadium Trust
- » Royal Botanic Gardens and Domain Trust
- » State Sporting Venues Authority
- » Sydney Cricket and Sports Ground Trust
- » Sydney Olympic Park Authority
- » Taronga Conservation Society Australia (Zoological Parks Board of New South Wales)
- » Wentworth Park Sporting Complex Trust

- » Western Sydney Parklands Trust
- » Lands reserved under the National Parks and Wildlife Act

### Part D

#### Independent Regulatory or Oversight Bodies

- » Audit Office of NSW
- » Community Relations Commission
- » Election Funding Authority of New South Wales
- » Environment Protection Authority
- » Health Care Complaints Commission
- » Independent Pricing and Regulatory Tribunal of NSW
- » Independent Transport Safety Regulator
- » Information and Privacy Commission
- » Office of Transport Safety Investigations
- » Professional Standards Council

## Part E

### Professional Registration Organisation

- » Board of Surveying and Spatial Information
- » Building Insurers' Guarantee Corporation
- » Building Professionals Board
- » Legal Profession Admission Board constituted under the Legal Profession Act 2004
- » Long Service Corporation
- » Medical Council of NSW
- » NSW Architects Registration Board
- » NSW Board of Vocational Education and Training
- » NSW Institute of Teachers
- » Veterinary Practitioners Board

## Part F

### Industry Boards

- » Agricultural industry services committee constituted by the Agricultural Industry Services Act 1998
- » Mine Subsidence Board
- » Rice Marketing Board constituted under the Rice Marketing Act 1983

## Part G

### University Boards

- » Charles Sturt University Council
- » Board of Trustees of the University of Western Sydney
- » Council of the Southern Cross University
- » Council of the University of New England
- » Council of the University of New South Wales
- » Council of the University of Newcastle

- » Council of the University of Technology, Sydney
- » Council of the University of Wollongong
- » Macquarie University Council
- » New South Wales Institute of Psychiatry
- » University of Sydney Senate

## Part H

### Superannuation and Insurance

- » Liability Management Ministerial Corporation
- » NSW Sporting Injuries Committee
- » SAS Trustee Corporation
- » Trustees of the Parliamentary Contributory Superannuation Fund

## Part I

### Other Independent Bodies

- » Anti Discrimination Board
- » Bureau of Crime Statistics & Research
- » Corrective Services NSW (for uniforms and clothing only)
- » Crown Solicitor's Office (for advices only)
- » Internal Audit Bureau
- » Legal Aid NSW
- » NSW Registry of Births, Deaths and Marriages (for seal only)
- » NSW Treasury Corporation
- » Public Defenders Office
- » Office of the Legal Services Commissioner
- » Office of the Sheriff of NSW (for uniforms and clothing only)

# HOW DO OUR BRANDS CO-EXIST?

	NSW Government Waratah	Government Department Brand	NSW Making It Happen	Statutory body	Advertising Campaign logo	Non-Government	State Owned Corporation
NSW Government Waratah		 Department brand only.	 Only use one logo based on the objective of the communication.	 *unless the Statutory body uses the Waratah in its logo.			
Government Department Brand	 Department brand only	 In the case of two department brands the Waratah should be used.		 NSW Government Waratah should be used, unless the Statutory body uses a Waratah in its logo.		 NSW Government Waratah should be used.	 NSW Government Waratah should be used.
NSW Making It Happen	 Only use one logo based on the objective of the communication.						